HEALTHY RESULTS

CHALLENGE
How do you effectively reach your audience to drive awareness of quality health care and lower out of pocket costs?

SOLUTION
You leverage a mix of engaging and high-impact rich executions to build awareness! The Kargo Breakout Banner and Animated Interstitial units drove quality in-view time in premium editorial environments, inviting this highly targeted audience to engage further. The best part? The results were off the (health) charts!

82.2%
AVG IN-VIEW RATE
+93% Moat Benchmark

18.5s
AVG IN-VIEW TIME
+12% Moat Benchmark

76%
ON TARGET DELIVERY
+27% DAR Benchmark

Source:
MOAT Brand Metrics and benchmark, Q4 2016

82.2%
AVG IN-VIEW RATE

76%
ON TARGET DELIVERY

18.5s
AVG IN-VIEW TIME

19 Delicious Ways to Get More Gut-Healthy Kimchi in Your Diet

Get More Greatist in Your Life
Gut health is all the rage these days. No surprise, given how high stress levels are, how much added sugar is sneaking into what we eat, and how little sleep we’re all getting. And one way to boost your gut health is by adding more fermented foods to your diet. Like, for example, kimchi.